

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rich Products Corporation		03/06/2007	CORPORATION:
RECEIVING PARTY DATA			
Name:	Cremes Unlimited, Inc.		
Street Address:	600 Holiday Drive		
Internal Address:	Suite 520		
City:	Matteson		
State/Country:	ILLINOIS		
Postal Code:	60443		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1887346	ICE N'FIL	
Registration Number:	2044504	ULTRAWHIP	
CORRESPONDENCE DATA			
Fax Number:	(716)626-0366		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	esimpson@idealawyers.com		
Correspondent Name:	Ellen S. Simpson, Esq.		
Address Line 1:	5555 Main Street		
Address Line 4:	Williamsville, NEW YORK 14221		
ATTORNEY DOCKET NUMBER:	0001.RCHT341US		
NAME OF SUBMITTER:	Ellen S. Simpson		
Signature:	/Ellen S. Simpson/		

CH \$65.00 1887346

Date:

03/08/2007

Total Attachments: 1

source=RCHT341US_Assign#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, Rich Products Corporation, a corporation of Delaware, having a principal place of business at One Robert Rich Way, Buffalo, New York 14213, has adopted, used and is using the trademarks ICE N'FIL and ULTRAWHIP (hereinafter referred to as TRADEMARKS) in commerce in the United States, and has been granted federal registration of said TRADEMARKS under United States Trademark Registration Nos. 1,887,346 and 2,044,504 respectively, and,

WHEREAS, Cremes Unlimited, Inc., a corporation of Georgia, having a principal place of business at 600 Holiday Drive, Suite 520, Matteson, IL 60443, is desirous of acquiring said TRADEMARKS and said federal trademark registrations, together with the good will of the business associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Rich Products Corporation does hereby assign unto said Cremes Unlimited, Inc. all right, title and interest in and to said TRADEMARKS, together with the good will of the business symbolized by said TRADEMARKS together with said federal registration of said TRADEMARKS.

Dated:

March, 2007

Jill K. Bond
Jill K. Bond
Vice President/General Counsel
Rich Products Corporation